

DRAFT
Child Death, Near Death, Stillbirth Commission/Child Protection
Accountability Joint Commission
Safe Sleeping Practices Subcommittee
April 25, 2007

MEETING MINUTES

Special Guest	Suzanne Mooney, Vice President Sales Egendorf Morrison, Creative Marketing Services	
Opening Comments	<p style="text-align:center"><u>DISCUSSION</u></p> <p>Suzanne Mooney presented an overview of Egendorf Morrison and her experience in marketing. She presented several sample ideas for the Safe Sleeping media DART campaign. She wanted to use high impact words that were big, bold but yet simple.</p> <p>There will be a press release that will go out to all local newspapers. Suzanne will talk with her contact at B101 to get Public Service Announcements produced for local radio stations.</p> <p>The bus routes that will display the campaign should be targeted at the zip codes with the highest co-sleeping/SIDS deaths.</p>	<p style="text-align:center"><u>ACTION</u></p> <p>Anne and Linda will need to supply Suzanne with a high resolution format for the agency logos.</p> <p>Anne will give this information to Marj.</p>
<u>Next Meeting</u>	May 16, 2007, A.I. DuPont Hospital for Children	Marj will reserve a room.

Respectfully submitted by: Anne Pedrick